

About publisher and content block lists

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To view partner-publisher lists in the [Meta Brand Safety and Suitability Center](#), you need a [business portfolio](#).



Some features are being introduced gradually. They may not be available to you yet.

Block lists can help you prevent your ads from appearing in places you don't consider suitable for your brand. There are two types of block lists:

- **Publisher block list:** Helps prevent your ads from running on specific Pages, profiles or creators that publish content on Meta platforms. This can be applied to apps in Meta Audience Network, Facebook in-stream reels, Facebook profile feed, ads on Facebook Reels, Instagram profile feed and Instagram profile reels. [Learn how to create a publisher block list](#).
- **Content block list:** Helps prevent your ads from appearing near content you don't consider suitable for your brand. They can be applied to Feed ads and Reels feed ads on Facebook and Instagram. This functionality is available through brand safety and suitability Meta Business Partners. To create and apply content block lists, contact your Meta Business Partner of choice. [Learn more about Meta Business Partners](#).

Note: At this time, you can only see content block lists that are applied from the Meta Brand Safety and Suitability Center. To review the actual content that is blocked, contact your Meta Business Partner.

You can also [download](#) and [review our partner-publisher list](#) or get help with your block list strategy from a [Meta Business Partner specializing in brand suitability](#).

Learn more

- [About brand suitability](#)
- [Create a publisher block list](#)
- [About partner-publisher lists](#)

Common support topics

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

Business Help Center

[About Meta Business Support Home](#)

Business Help Center

[Fix a failed payment issue on Meta](#)

Business Help Center

[Basics](#)

[About brand suitability on Meta platforms and Audience Network](#)[Best practices for brand suitability](#)

[About brand suitability controls and transparency tools](#)[Manage brand suitability controls within the](#)

[Meta Brand Safety and Suitability Center from Meta Business Suite](#)[About the publisher review](#)

[process](#)[About community content reviews](#)[Request brand safety support](#)[Use brand suitability](#)

[controls on individual ads or on your whole ad account](#)[Meta's brand safety description of](#)

[methodology](#)[About Feed and In-content brand safety and suitability controls](#)

[Publisher List](#)

[About partner-publisher lists](#)[View or download partner-publisher lists](#)[Review partner-publisher lists](#)

[Block Lists](#)

[About publisher and content block lists](#)[Create a publisher block list in the Meta Brand Safety and](#)

[Suitability Center](#)[Upload a publisher block list in the Meta Brand Safety and Suitability Center](#)[Apply](#)

[a publisher block list in Meta Ads Manager](#)[Apply a publisher block list in the Meta Brand Safety and](#)

[Suitability Center](#)[Best practices for publisher block list limit warnings](#)[Best Practices For Block List](#)

[Levels](#)[Share publisher block lists](#)

Exclusions

[About live video exclusions](#)[About content type exclusions](#)[About topic exclusions](#) [Apply topic exclusions](#) [About content from nonpartner-publishers](#)[Apply content type exclusions](#)

Inventory Filter

[About inventory filter](#)[Use inventory filter from the Meta Brand Safety and Suitability Center](#)[Use inventory filter in Meta Ads Manager](#)[Content inventory table: in-content placements](#)[Content inventory table: Meta Audience Network](#)

Delivery Reports

[About delivery reports](#)[View delivery reports in the Meta Brand Safety and Suitability Center](#)
[Download delivery reports in Ads Manager](#)[Review delivery reports](#)[About approximate impressions](#)

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